



RFP FOR IMPLEMENTATION OF WHATSAPP BUSINESS E-MAIL SOLUTION

1. Introduction & Objectives

About AIC

Agriculture Insurance Company of India Limited (AIC) has been formed under the aegis of the Government of India and promoted by 6 Public Sector Companies as a specialty Crop Insurance provider to the Indian farming community. AIC was incorporated on 20th December 2002 with an Authorized Share Capital of INR 15 billion and a Paid-up Capital of INR 2 billion. AIC commenced business operations from 1st April 2003, by taking over Crop Insurance operations from its major Promoter, General Insurance Corporation of India. Currently, AIC covers 25 million farmers under its various crop insurance schemes, making it by far the largest Crop Insurance Company in the world. Of these, more than 86% belong to the small & marginal category. The major challenge is to reach the remotest farmer in the country and service him at an affordable cost. If every last-mile farmer is to be reached by AIC or vice-versa, the service loading on the premium ticket would become financially crippling to him. Since our Company is engaged in the service of the farming community of the country, the overwhelming majority of whom are poor, we have modeled our resource pattern in accordance with those economic compulsions. Accordingly, to keep our management costs to the ground, AIC functions with only around 300 employees on the rolls but insures around 25 million farmers. We operate out of 18 Regional Offices only but have to deal with around 150 thousand Bank Branches & Primary Agricultural Co-op. Societies at the grassroots level.

Project Objective

AIC intends to engage a Vendor for implementation of Whatsapp Business E-mail Solution for AIC Call Centre support.

2 Scope of Work

To cater to the AIC customer base i.e. Farmers and address their issues/queries, we wish to implement WhatsApp Business-E-mail Solution for the primary period of 6 months.

AIC customers/channel partners shall send Whatsapp messages regarding their query at designated WhatsApp Number. The messages received within specified period e.g. 10 minutes should be automatically sent in one email to AIC designated Email id with Mobileno. of the Sender in subject. Also, the sender should get a greeting message on his Whatsapp message. This will, thus, involve various configurations of Whatsapp for Business and its Integration with designated Email solution e.g. MS Exchange 2016, etc.

3 Evaluation Criteria

Objective of the Evaluation Process

The objective of adopting this evaluation methodology is to facilitate the selection of the eligible Bidders who propose the most suitable implementation and support which is also a cost-effective and support the business requirements of AIC. All bids shall be evaluated by an Evaluation Committee set up for this purpose by AIC.

The evaluation will be a two-phase process:

- Phase 1 – Eligibility Criteria Evaluation
- Phase 2 – Commercial Bid Evaluation



The Bidders who qualify the eligibility criteria evaluation shall be considered for Commercial bid evaluation and the successful Bidder will be determined based on the Lowest Commercial Quote (L1) as per the stated Commercial Evaluation process.

Evaluation Process

Initially only the eligible bid will be opened and evaluated. The eligible bids will be evaluated and bidders qualifying the eligibility criteria evaluation will be considered for commercial bid evaluation. In second stage, only those bidders, who have qualified in the eligibility criteria evaluation, shall be considered for commercial bid opening. The evaluation methodology is as under:

Eligibility Criteria

Only those Bidders who fulfil the following criteria are eligible to respond to the RFP. Offers received from the bidders who do not fulfil all or any of the following eligibility criteria are liable to be rejected.

S.No	Criteria	Proof to be submitted
1	The bidder should be a Government Organization/ PSU/ or a Limited Company/ Private Limited Company/ Partnership/LLP firm	<ul style="list-style-type: none">Self-attested copy of the Certificate of Incorporation /Certificate of Commencement of Business to be submitted.
2	Certification and experience in implementing WhatsApp Business Email Solution	<ul style="list-style-type: none">Undertaking on bidder's letter head with details of experience in implementation of WhatsApp Business Email Solution (minimum 1 experience required)
3	Bidder should not be blacklisted by Central/ any State Government/PSU's as on the date of bid submission.	<ul style="list-style-type: none">Self-Declaration on Bidder's Letter head
4	Authorization to sign the bid	<ul style="list-style-type: none">Power of attorney or duly signed authorization letter (by power of attorney holder, copy of which to be attached)
5	If vendor is Micro and Small Enterprises (MSEs)	<ul style="list-style-type: none">The Certificate for Exemption for Micro and Small Enterprises (MSEs)

Note:

- Bidders need to ensure compliance to the mentioned eligibility criteria points.
- While submitting the bid, the Bidder is required to comply with inter alia the following CVC guidelines detailed in Circular No. 03/01/12 (No.12-02-6 CTE/SPI (I) 2 / 161730 dated 13.01.2012): 'Commission has decided that in all cases of procurement, the following guidelines may be followed:
 - If an agent submits bid on behalf of the Principal/OEM, the same agent shall not submit a bid on behalf of another Principal/OEM in the same RFP for the same item/product.'
 - The decision of AIC shall be final and binding in this regard. Deviations will be grounds for disqualification.

Service providers who meet all these criteria would qualify for the second stage of evaluation i.e. opening of commercial bid. The service provider would also need to provide supporting documents for eligibility proof.



All the credentials of the service provider necessarily need to be relevant to the Indian market. The decision of AIC shall be final and binding.

Commercial Bid Evaluation

The bidders need to quote for implementation cost of Whatsapp Business Email Solution for a period of 6 months. The bidder may also quote for the support cost, if applicable. Total Cost of implementation and support for a period of 6 months shall be considered as the Bid amount.

The bidders who qualify the Eligibility criteria Evaluation, shall be eligible for Phase-2 Commercial Bid Evaluation. The bidder with the lowest commercials will be declared **successful L1 bidder** and shall be considered forward of the Contract.

AIC reserves the right to add, delete, modify or alter all or any of these terms and conditions in any manner, as deemed necessary be for releasing the Purchase Order. The duration of project tenure may also be increased/decreased at sole discretion of AIC.

4. Instructions to Bidder

Bidding Process and Procedure for Submission of the Bids:

Bidders are required to submit Bids online through e-procurement portal

<https://aicofindia.auctiontiger.net/EPROC/>

Submission of Online Bids is mandatory for this RFP.

The bids in response to this RFP must be submitted in TWO parts – ELIGIBILITY BID [TB] & COMMERCIAL BID [CB].

Both the Bids must be submitted together giving full particulars, addressed to

General Manager, Information & Technology Department,

Agriculture Insurance Company of India Ltd. (AIC)

Plate B&C, Fifth Floor, Block 1, East Kidwai Nagar

New Delhi -110023

Email – hoinfotechgroup@aicofindia.com and

duly super scribed as follows:

- Implementation of Whatsapp Business E-mail Solution - Eligibility Bid
- Implementation of Whatsapp Business E-mail Solution - Commercial Bid

- The Bids will be submitted as below:

I. ELIGIBILITY BID

The Eligibility bid should be complete in all respects and contain all information asked for.

IT SHOULD NOT CONTAIN ANY PRICE INFORMATION *If any price information is mentioned, the Bid will be rejected.*



II. COMMERCIAL BID

The SINGLE CONSOLIDATED COMMERCIAL BID must be submitted at the Online Bidding portal. The Commercial Bid should not contradict the eligibility Bid in any manner and shall be unconditional. The format for commercial bid is to be as per Annexure - A.

Submission of Documents in the Bids

The documents in the bids will be submitted as below:

Submission of Bids

Bids duly sealed should be submitted ONLINE at the shared e-bidding portal link.

General Manager,
Information and Technology Department,
Agriculture Insurance Company of India Ltd. (AIC)
Plate B&C, Fifth Floor, Block1,
East Kidwai Nagar,
New Delhi-110023
Email – hoinfotechgroup@aicofindia.com

On or before the last Date and Time for bid submission - 05.05.2021 by 01.00 pm. The date and time of Commercial Bid opening will be notified on AIC Website - www.aicofindia.com.

Any other mode of submission, e.g. by courier, fax, e-mail etc. will not be accepted.

5. Earnest Money Deposit

Each bidder is required to submit in the form of NEFT/Online EMD amount of INR 20,000/- (Rupees Twenty Thousand Only) at the below account details:

DETAILS OF EXPENSES OF MANAGEMENT CONTROL ACCOUNT OF AIC

COMPANY NAME: AGRICULTURE INSURANCE COMPANY OF INDIA LTD.
ACCOUNT NAME: AIC OF INDIA EXPENSES OF MANAGEMENT CONTROL ACCOUNT
BANK NAME: AXIS BANK LIMITED
A/C TYPE: CURRENT ACCOUNT
ACCOUNT NO.: 007010200018780
BRANCH NAME: NEW DELHI (DL), NEW DELHI,110001
BANK BRANCH ADDRESS: STATESMAN HOUSE, 148, BARAKHAMBA ROAD, NEW DELHI 110001
IFSC CODE: UTIB0000007
MICR CODE: 110211002
GSTIN: 07AAECA2874P127

The EMD made by the bidder will be forfeited if:

- The bidder withdraws his proposal before processing of the same.
- The bidder withdraws his proposal after processing but before acceptance of the PO issued by AIC.
- The selected bidder withdraws his proposal before furnishing an unconditional and irrevocable Performance Bank Guarantee.



AGRICULTURE INSURANCE COMPANY OF INDIA LIMITED

Regd. Office: Plate B&C, 5th Floor, Block 1, East Kidwai Nagar, New Delhi-110023

- The bidder violates any of the provisions of the terms and conditions of this RFP specification.
- The successful bidder fails to submit PBG within the time stipulated after the issuance of PO.
- The EMD will be refunded to:

The successful bidder, only after furnishing an unconditional and irrevocable Performance Bank Guarantee (PBG) for 10% of the Contract Value valid for 8 Months including claim period of 2 (six) months, validity starting from its date of issuance. The PBG shall be submitted within 15 days of the PO from AIC.

The unsuccessful bidders shall be returned the EMD, after acceptance of the PO and submission of PBG by the selected bidder.

Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME), Agencies registered with the Central Purchase Organization are exempted for EMD. The Certificate for Exemption shall be attached in the corresponding envelope while submitting the Bid, failing which the Bid shall not be considered.

6. Performance Bank Guarantee

As mentioned above, the successful bidder will furnish an unconditional and irrevocable Performance Bank Guarantee (PBG) for 3% of the Contract Value valid for 8 Months including claim period of 2 (six) months, validity starting from its date of issuance. The PBG shall be submitted within 15 days of the PO from AIC.

The PBG shall be denominated in Indian Rupees. All charges whatsoever such as premium; commission etc. with respect to the PBG shall be borne by the successful bidder.

The PBG so applicable must be duly accompanied by a forwarding letter issued by the issuing Bank on the printed letterhead of the issuing Bank. Such forwarding letter shall state that the PBG has been signed by the lawfully constituted authority legally competent to sign and execute such legal instruments. The executor (BG issuing Bank Authorities) is required to mention the Power of Attorney number and date of execution in his/ her favour with authorization to sign the documents.

Each page of the PBG must bear the signature and seal of the BG issuing Bank and PBG number.

In the event of the successful bidder being unable to service the contract for whatever reason, AIC may invoke the PBG.

Notwithstanding and without prejudice to any rights whatsoever of AIC under the contract in the matter, the proceeds of the PBG shall be payable to AIC as part compensation by the successful bidder for its failure to complete its obligations under the contract. AIC shall notify the successful bidder in writing of the exercise of its right to receive such compensation within 14 days, indicating the contractual obligation(s) for which the successful bidder is in default.

AIC shall also be entitled to make recoveries from the successful bidder's bills, Performance Bank Guarantee, or any other amount due to him, the equivalent value of any payment made to him due to inadvertence, error, collusion, misconstruction or misstatement.

The PBG may be discharged/ returned by AIC upon being satisfied that there has been due performance of the obligations of the successful bidder under the contract. However, no interest shall be payable on the PBG.

The format for Performance Bank Guarantee is given in Annexure: C

Bid validity period

The offer should hold good for a period of 90 days from the last date of bid submission.

Timeline for implementation of the Solution

The solution shall be implemented within one week of the issuance of the Purchase Order.

**7. Payment terms, SLA and Penalty****Implementation and Support charges:**

The work order will be issued for a duration of six months at the time of issuance of Purchase order.

After successful implementation to the satisfaction of AIC, implementation charges may be paid. Support charges will be paid monthly on the basis of SLA report submitted at end of each month.

Service Level Agreement

Service Level Availability is to be measured and reported on a monthly basis by bidder and will be validated by AIC to its satisfaction. Solution availability monitoring will be on basis of solution process availability to the end user and not only on OS availability wherever technically feasible.

Business Service	Definition	Calculation	Periodicity	Service Level	Penalty % of monthly support cost	Monitoring Mechanism
Solution Management Services						
Whatsapp Business Email Solution	Availability	(Total uptime in a Month/Total time in a month - Scheduled downtime)	Monthly	99.8%	1. <99.8% >=99% - 0.5% 2. < 99% >= 98% - 1% 3. < 98% >= 97% - 2% For each additional drop of 1% in performance below 97%, 2% will be levied as additional penalty.	Availability Reports

8. Cancellation/Amendment of RFP

If AIC may desire so, it may bring Amendment to the RFP and may also cancel at its sole discretion.

Termination

By AIC: AIC may terminate this Assignment in case of the occurrence of any of the events specified in paragraphs (1) through (9) of this Clause

1. If the Bidder fails to remedy a failure in the performance of its obligations hereunder, as specified in a notice of suspension pursuant, within thirty (30) days of receipt of such notice of suspension or within such further period as AIC may have subsequently approved in writing.
2. If the Bidder becomes insolvent or goes into liquidation or receivership whether compulsory or voluntary,
3. If the Bidder fails to comply with any final decision reached as a result of arbitration proceedings.
4. If the Bidder, in the judgment of AIC, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract,
5. If the Bidder submits to AIC a false statement which has a material effect on the rights, obligations or interests of AIC,



6. If the Bidder places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to AIC,
7. If the Bidder fails to provide the quality of services as envisaged under this Contract. The Committee formulated to monitor the progress of the assignment may make judgment regarding the poor quality of services, the reasons for which shall be recorded in writing. The Committee may decide to give one chance to the Bidder to improve the quality of the services.
8. If, as the result of Force Majeure, the Bidder is unable to perform a material portion of the Services for a period of not less than thirty (30) days.
9. If AIC, at its sole discretion, decides to terminate this Contract without assigning any reason whatsoever.

In such an occurrence AIC shall give a not less than thirty (30) days' written notice of Termination to the Bidder, thirty (30) days' in case of the event referred to in (8), and thirty (30) days in case of event referred to in (9) above.

By the Bidder: The Bidder may terminate this assignment, by not less than thirty (30) days' written notice to AIC, in case of the occurrence of any of the events specified in paragraphs (1) through (4)

If AIC fails to pay any money due to the Bidder pursuant to this Contract and not subject to dispute hereof within thirty (30) after receiving written notice from the Bidder that such payment is overdue.

If, as the result of Force Majeure, the Bidder is unable to perform a material portion of the Services for a period of not less than thirty (30) days.

If AIC fails to comply with any final decision reached as a result of arbitration.

If AIC is in material breach of its obligations pursuant to this Contract and has not remedied the same within thirty (30) days (or such longer period as the Bidder may have subsequently approved in writing) following the receipt by AIC of the Bidder's notice specifying such breach.



Annexure A - COMMERCIAL BID

To,

General Manager (IT),
Information and Technology Department,
Agriculture Insurance Company of India Ltd. (AIC)
Plate B&C, Fifth Floor, Block1,
East Kidwai Nagar
New Delhi-110023

Dear Sir,

Request for Proposal

"RFP FOR IMPLEMENTATION OF WHATSAPP BUSINESS E-MAIL SOLUTION "

In terms of the above-mentioned RFP document we submit herewith the commercial bid for the assignment proposed by AIC as Service Provider.

SL	Activity	Period	Unit Price	Total Amount (Rs.) *(Excluding GST)
1	Implementation of Whatsapp Business E-mail Solution	6 Months	NA	
2	Monthly Support Charges (if any)	6 Months		
Total Bid Amount (in figure)				

Total Amount (in words): _____

The amount is including any taxes and levies (but excluding GST) and is a fixed price. The GST shall be paid by AIC. For the purpose of L-1commercial evaluation only the Total Bid Amount (in figure) will apply.

Note: GST at the time of payment shall also be reimbursed by AIC.

Terms and Conditions–

- 1) The above quoted fee is for all the phases as laid out in RFP.
- 2) We undertake to deliver all the deliverables as in RFPdocument.
- 3) AIC will deduct tax (TDS) while releasing payment, as applicable in law.

Date:

Place:

(Signature)

(In the capacity of)

Duly authorized to sign Proposal for and on behalf of Bidder

Business Address



AGRICULTUREINSURANCECOMPANYOFINDIALIMITED

Regd. Office: Plate B&C, 5th Floor, Block 1, East Kidwai Nagar, New Delhi-110023

Annexure B - Earnest Money Deposit

Transaction/NEFT details of the bidder is required to submit in the form of NEFT/Online EMD amount of INR 20,000/- (Rupees Twenty Thousand Only) at the below account details:

DETAILS OF EXPENSES OF MANAGEMENT CONTROL ACCOUNT OF AIC

COMPANY NAME: AGRICULTURE INSURANCE COMPANY OF INDIA LTD.

ACCOUNT NAME: AIC OF INDIA EXPENSES OF MANAGEMENT CONTROL ACCOUNT

BANK NAME: AXIS BANK LIMITED

A/C TYPE: CURRENT ACCOUNT

ACCOUNT NO.: 007010200018780

BRANCH NAME: NEW DELHI (DL), NEW DELHI,110001

BANK BRANCH ADDRESS: STATESMAN HOUSE, 148, BARAKHAMBA ROAD, NEW DELHI 110001

IFSC CODE: UTIB0000007

MICR CODE: 110211002

GSTIN: 07AAECA2874P1Z7

SCREENSHOT/DETAILS OF TRANSACTION TO BE SHARED :



AGRICULTURE INSURANCE COMPANY OF INDIA LIMITED

Regd. Office: Plate B&C, 5th Floor, Block 1, East Kidwai Nagar, New Delhi-110023

Annexure C: Performa for Performance Bank Guarantee

(To be stamped in accordance with stamp act)

Reference No.: _____

Bank Guarantee No: _____ To: _____

Against contract vide advance acceptance of the RFP for Implementation of Whatsapp Business Email Solution covering supply of _____ (hereinafter called the said 'contract') entered in to between Agriculture Insurance Company of India Limited (hereinafter called the Purchaser) and _____ (hereinafter called the Vendor) this is to certify that at the request of the Vendor, we _____ (Name of the Bank), are holding in trust in favour of the Purchaser, the amount of Rupees _____ (write the sum here in words) to indemnify and keep indemnified the Purchaser against any loss or damage that may be caused to or suffered by the Purchaser by reason of any breach by the Vendor of any of the terms and conditions of the said contract and/ or in the performance there of. We agree that the decision of the Purchaser, whether any breach of any of the terms and conditions of the said contract and/or in the performance there of has been committed by the Vendor and the amount of loss or damage that has been caused or suffered by the Purchaser shall be final and binding on us and the amount of the said loss or damage shall be paid by us forth with on demand and without demur to the Purchaser.

We _____ (Name of the Bank) further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for satisfactory performance and fulfillment in all respects of the said contract by the Vendor i.e. till (viz. the date up to 8 months after the date of signing of the contract between the Vendor and the Purchaser) hereinafter called the said date and that if any claim accrues or arises against us _____ (Name of the Bank) by virtue of this guarantee before the said date, the same shall be enforceable against us _____ (Name of the Bank), notwithstanding the fact that the same is enforced within six months' after the said date, provided that notice of any such claim has been given to us _____ (Name of the Bank), by the Purchaser before the said date. Payment under this letter of guarantee shall be made promptly upon our receipt of notice to that effect from the Purchaser.

It is fully understood that this guarantee is effective from the date of the said contract and that we _____ (Name of the Bank), undertake not to revoke this guarantee during its currency without the consent in writing of the Purchaser.

We undertake to pay to the Purchaser any money so demanded notwithstanding any dispute or disputes raised by the Vendor in any suit or proceeding pending before any court or tribunal relating thereto our liability under this present bond being absolute and unequivocal.

The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the Vendor shall have no claim against us for making such payment.

We (Name of the Bank), further agree that the Purchaser shall have the fullest liberty, without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said contract or to extend time of performance by the Vendor from time to time or to postpone for anytime from time to time any of the power exercisable by the Purchaser against the said Vendor and to forebear or enforce any of the terms and conditions



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relating to the said contract and we, (Name of the Bank), shall not be released from our liability under this guarantee by reason of any such variation or extension being granted to the said Vendor or for any forbearance by the Purchaser to the said Vendor or for any forbearance and/or omission on the part of the Purchaser or any other matter or thing what-so-ever, which under the law relating to sureties, would, but for this provision have the effect of so releasing us from liability under this guarantee.

This guarantee will not be discharged due to the change in the constitution of the Bank or the Vendor.

Office Seal

(Authorized Signatory)

Place:

Name:

Date:

Designation:

Mobile No: Business

Address:

Date: _____



Instructions for Online Bidding

DEFINITIONS:

a. **E-procurement Technologies Limited:**

Service provider to provide the Online Bidding Software and facilitate the process of Online Bidding on Application Service Provider (ASP) model.

b. **ETL e-Procurement Portal:**

The Online Bidding portal of Agriculture Insurance Company of India Limited (AIC) introduced for the process of Online Bidding which can be accessed on <https://aicofindia.auctiontiger.net/EPROC/>.

Pre-requisites:

- (i) It is mandatory for all the bidders to have Class-II or Class-III Digital Signature Certificate (With Both DSC Components, i.e. Signing & Encryption) from any of the licensed Certifying Agency under CCA, Ministry of Electronics and Information Technology, Government of India to participate in Online Bidding portal of ETL. Bidders can see the list of licensed CA's from the link www.cca.gov.in E-procurement Technologies Limited also facilitate Class II and Class III Digital Signature Certificate (With Both DSC Components, i.e. Signing & Encryption) to the bidders. Bidder may contact E-procurement Technologies Limited at mobile no. +91- 6353217080, 6359576791 for DSC related queries or can email at sonu@abcprocure.com and satabdi@abcprocure.com
- (ii) To participate in the online bidding, it is mandatory for the Applicants to get themselves registered with the ETL Online Bidding Portal (<https://aicofindia.auctiontiger.net/EPROC/>)
- (iii) System Requirement/ Registration Manuals/ Bid Submission Manuals are available at ETL Portal (<https://aicofindia.auctiontiger.net/EPROC/>)
- (iv) For helpdesk, please contact Help Desk Nos. 9081000427/9904406300/9510812960/ 9510812971 / 9374519729
- (v) Participant are requested to email their issues to helpdesk at support@auctiontiger.net This will help serving the participant better
- (vi) The amendments/ clarifications to the RFP, if any, will be posted on the ETL Online Bidding Portal (<https://aicofindia.auctiontiger.net/EPROC/>)
- (vii) The Bidder may modify or withdraw their bid after submission prior to the Bid Due Date. No Bid shall be modified or withdrawn by the Bidder after the Bid Due Date and Time.
- (viii) It is highly recommended that the bidders should not wait till the last date of bid submission to avoid complications like internet connectivity issue, network problems, system crash down, power failure, browser compatibility issue, system compatibility issue, improper digital signature certificate problem etc. In view of this context, neither M/s Agriculture Insurance Company of India Limited (AIC) nor M/s. E-procurement Technologies Limited will be responsible for such eventualities.